

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 13064 170143Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 AS-01 /018 W
-----170924Z 104530 /17
R 150930Z JUN 77 ZUI RUEHCS #1222WM
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 3220

UNCLAS BANGKOK 13064

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI

REF: USDOC 9077

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: NA

4. SERVING INDUSTRIAL CORP. LTD.

4A. CODE: K

5. 40/1 SOI AREE 26, SUKHUMVIT ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1970 8. EMPL: 23 9. SIZE: (21-X) SMALL

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL

12. RPT. DATE 06/77

13A. 38400/235 IMP.AGT.DIST. OF MEDICAL INSTRUMENTS AND SUPPLIES
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13B. 35000/235 IMP.AGT.DIST. OF MACHINERY AND TOOLS
13C. 28000/235 IMP.AGT.DIST. OF CHEMICALS
13D. 36000/235 IMP.AGT.DIST. OF ELECTRICAL EQUIPMENT
13E. 37210/235 IMP.AGT.DIST. OF AIRCRAFT AND HELICOPTERS
13F. 35310/235 IMP.AGT.DIST. OF HEAVY CONSTRUCTION EQUIPMENT
14. CONTACT. MR. CHARNCHAI VISESBANDITKUL TITLE: MANAGING DIR.

15. CABLE: NA 16. TELEX: TH 2708

17. TEL: 391-9644

18. FINANCIAL REFS: THE CHARTERED BANK LTD., SALADAENG, BANGKOK.

19. TRADE REFS: MAISON INT'L, USA.

20. AGENCY REP: SIMPLEX, ENGLAND, BUSBAR TRUNKING; OFFI. ELETTRO COLOMBINI, ITALY, DISTRIBUTION TRANSFORMERS; MAISON INTERNATIONAL, USA, ELECTRICAL EQUIPMENT; F.E. WEATHERIL, ENGLAND, HEAVY CONSTRUCTION EQUIPMENT.

21. SUBJECT FIRM WAS INCORPORATED IN 1970 WITH AN AUTHORIZED CAPITAL OF US\$50,000 AS A LIMITED PARTNERSHIP OF MR. CHARNCHEI VISESBANDITKUL (MANAGING DIRECTOR), AND SIX FRIENDS. FIRM IMPORTS MEDICAL INSTRUMENTS AND SUPPLIES, MACHINERY AND TOOLS, CHEMICALS, ELECTRICAL EQUIPMENT, AIRCRAFT, HELICOPTERS, HEAVY CONSTRUCTION EQUIPMENT, MATERIAL HANDLING EQUIPMENT, HOTEL EQUIPMENT AND SCIENTIFIC INSTRUMENTS. TWENTY FIVE PERCENT OF ITS IMPORTS ARE FROM JAPAN AND THE REMAINDER COMES FROM ENGLAND (20 PERCENT), GERMANY (20 PERCENT) AND NETHERLANDS (10 PERCENT). ITS OFFICE OCCUPIES A LEASED TWO-STORY BUILDING OF ABOUT 144 SQ. METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. IT EMPLOYS 23 PEOPLE INCLUDING 10 SALESMEN. SUBJECT FIRM REPORTS THAT ITS ANNUAL SALES VOLUME IS BETWEEN \$175,000 TO \$250,000. SERVING INDUSTRIES IS UNDER THE MANAGEMENT OF MR. CHARNCHEI VISETBUNDITKUL WHO WAS FORMER ASSISTANT SALES MANAGER OF SEVERAL WELL KNOWN FIRMS IN BANGKOK. FIRM ENJOYS GOOD REPUTATION IN LOCAL BUSINESS AND BANKING CIRCLES. UNCLASSIFIED

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SERVING INDUSTRIES IS CONSIDERED TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

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Current Classification: UNCLASSIFIED
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Errors: n/a
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2008817
Secure: OPEN
Status: <DBA CORRECTED> mcm 970911
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TAGS: BEXP, TH
To: COM
Type: TE
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